



The Association of Postconsumer Plastic Recyclers

CalRecycle

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The Association of Postconsumer
Plastic Recyclers

APR-The Voice of Plastic Recycling

Association of Postconsumer Plastic Recyclers (APR)

- ***National trade association - “The Voice of Plastic Recycling”***
- ***Representing those companies with over 90% of the post-consumer plastic processing capacity in North America.***

The goal of APR is to increase the amount of plastic material recycled in North America....



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APR Goals

More specifically.....APR goals include:

- ***Increasing **supply** of recycled plastics***
- ***Reducing **contamination** for plastic recyclers***
- ***Developing plastic “**Design for Recyclability**” protocols***
- *****Recognizing** packages designed for recycling***
- ***Highlighting products **made from** recycled plastic material***
- ***Increasing plastic recycling **beyond bottles*****



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APR Programs

- Market Development,
- Technical Programs
- Rigid Plastic Recycling Program
- Education
- Communication
- Regulatory/Advocacy
- Film Reclamation



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APR Programs

- APR Design for Recyclability Guidelines
- Model bale specifications
- Test methods to assess compatibility
- Recognition for innovators
- Rigid Plastic Recycling Program
- Grocery Store Project
- Rate reports



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Challenges

- Supply-China, etc
- Contamination
 - Full Wrap Labels, Inks, Adhesives
 - Degradables
- Bottom of the Food Chain



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Grocery Store Rigid Plastic Recycling



Milliken



P&G
Procter & Gamble



lyondellbasell



ConAgra
Foods
Food you love



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Grocery Store Rigid Plastic Recycling

A SUPPLY FOCUSED PROJECT.....



Phase 1:

1. Estimated annual volume & resin type of recyclable rigid plastics

- a. 354 million pounds annually
- b. Approximately 50% PP and 50% HDPE

2. Identified obstacles preventing future rigid plastics recycling

*Data gathered from five grocery store chains,
representing stores from throughout US*



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WHAT are grocery rigid plastics?



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WHERE are rigid plastics?



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WHY recycle rigid plastics?

APR Grocery Store Rigid Plastics Study

*US supermarkets (with annual sales of \$2 million or more) generate huge quantities of rigid plastics **very marketable** rigid plastics

Estimated Total – 354 million pounds/year

Easily recoverable – 212 million #/yr (few sku #s, easily stacked)

Bulky - 142 million #/year (bulky to handle)

*Over 90% of grocery rigid plastics is #5 PP and #2 HDPE



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Grocery Store Rigid Plastic Recycling



WHY recycle rigid plastics?

Reduce Costs.....

**Less waste in compactor = less costs!*

**Reduced compactor hauls & disposal costs*

**Reduced compactor odor*

**Possibly less compactor maintenance*



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Grocery Store Rigid Plastic Recycling



WHY recycle rigid plastics?

Recycling revenue.....

- *Supermarkets (with pharmacies) –
up to 6,000 # annually*
- *Stacked rigid plastics, with bagged lids
placed on top = 1 to 2 cents/#,
shipped with other baled recyclables*
- *Baled rigid plastics have strong
market value – 14 to 18 cents/#*



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WHY recycle rigid plastics?

Sustainability goals.....

- *Key component of growing commitment of **“Zero Waste”** strategy*
- *Pivotal change from long standing habit of **giving away** valuable recyclable material to employees, customers, others*
- *Help provide more **recycled feedstock** to packaging industry (much returning to the grocery shelves)*
- *More sustainable practice – sends **consistent message** to employees, customers, community*



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Phase 3: National Promotional Campaign

.....With financial and resource support from ACC

1. ***Website – www.recyclegroceryplastics.org***
2. ***Interactive, on-line “Best Practices” Guide***
3. ***“How To” Videos***
4. ***Market Lists***
5. ***Worksheets***
6. ***Off-site Technical Assistance***
7. ***On-Site Technical Assistance***



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In conclusion-

- ***Grocery store rigid plastics - an exciting new source of HDPE and PP***
- ***Potential of 350 million pounds annually***
- ***Grocery store chains are responding enthusiastically***
- ***APR is committed to providing tools and resources to stimulate the recycling of this material.***



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Thank you

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